

Getting to the heart of your story: Promoting your business through PR Course Outline

Duration: 3 Hours

Course Description

Are you frustrated that journalists aren't always interested in your business? 'Getting to the heart of your story' will help you create written materials which will appeal to the media so that you can harness the power of newspapers, magazines, radio, TV and online.

PR is a valuable promotional and reputation-building tool for SMEs: once you've learnt how to present your business in ways which work for journalists, you'll be able to share your story to help create social proof for customers on the benefits of buying from your company.

This half day course will involve step-by-step practical exercises on how to write an effective press release based on tried and tested techniques shared through the core presentation. By the end of the day, you'll know how to make journalists interested in featuring your story.

Who should attend?

Business owners, managers and team members who are responsible for promoting their company.

What will it cover?

- Why are you writing, not talking?
- The key to effective writing for PR
- Six analysis techniques
- Six pillars of writing
- Six editing tricks
- Six web text principles
- Top 5 PR habits to get into and top 5 worst PR mistakes
- Practical exercises: writing an effective press release